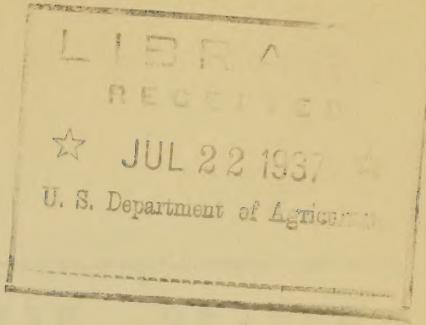


Consumers Service

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W.M. Mazzatorta



A STUDY PLAN FOR CONSUMER GROUPS

Prepared by

Consumers' Counsel Division
Agricultural Adjustment Administration

Washington, D. C.

A STUDY PLAN FOR CONSUMER GROUPS

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Eight major questions are posed. Background material which can be used as a basis for the discussion of these questions is listed. References are limited to special articles which have appeared in the *CONSUMERS' GUIDE*, official publication of the Consumers' Counsel Division, and to other bulletins of that office and of the Consumers' Project, Department of Labor.

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Unless the study of consumer problems leads to a discussion of ways in which the individual and the community can work toward their solution, it is a sterile form of education. To the extent that study groups succeed in focusing interest on practical answers to the questions raised, they will be successful. Sometimes solutions are to be found in more education; how is the community going to see that this is provided effectively? Sometimes they require legislative action; how is the community to get such action? Still other times the solution can be found in more effective administration of existing laws; how can this be secured?

Resources of each community will suggest the most effective technique in getting a study program started. A wise procedure is to begin by interesting leaders of existing consumer organizations; specialists in universities and schools; local representatives of Federal offices, such as the Food and Drug Administration, Bureau of Agricultural Economics, Works Progress Administration, adult education classes, Public Forums Project of the Office of Education, educational directors of CCC camps; State and municipal administrative officers in the departments of Markets, Public Health, Weights and Measures; and social welfare agencies. Such leaders and many others who will occur to your program committee have been engaged in most communities in consumer services and their practical experience is of valuable assistance.

Discussion with such leaders will indicate whether the best method of handling the subject matter is to feature a speaker or to use the panel method of discussion. In education of this character it is very important that at all meetings time for discussion from the floor should be generously provided for. There is enclosed a copy of a leaflet on "How to Organize and Conduct County Forums" which may be of use in planning meetings.

The Consumers' Counsel Division would like to learn from the users of this study plan what their experience with it has been. Please address communications to:

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AGRICULTURAL ADJUSTMENT ADMINISTRATION,
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A STUDY PLAN FOR CONSUMER GROUPS

- I. Do Consumers Want To Know What They Buy?
- II. Do Consumers Want To Know How Much They Get.
- III. Do Consumers Want To Know How Safe Their Foods Are?
- IV. Do Consumers Want To Know How Good Their Food Products Are?
- V. What Do Consumers Want To Do About Prices?
- VI. What Buying Helps Do Consumers Want?
- VII. What Government Services Do Consumers Want?
- VIII. Consumer Organization.

IMPORTANT NOTE: Unless otherwise indicated all references occurring in the following pages are to the CONSUMERS' GUIDE.

I. DO CONSUMERS WANT TO KNOW WHAT THEY BUY?

What's in the can, the package of food,
textile materials?

What information must manufacturers now
tell about their products?

What information should manufacturers tell
about their products?

Who now polices the labeling of products?

Who should police the labeling of products?

REFERENCES:

1. Policing foods.
Vol. III, No. 26, page 8.
2. What's in a food name?
Vol. III, No. 22, Page 12.
3. What's in the jam jar?
Vol. III, No. 13, Page 10.
4. What is bread?
Vol. II, No. 26, Page 3.
5. Bread facts for consumers.
Vol. IV, No. 3, Page 11.
6. What kind of safeguards?
 - a. Vol. IV. No. 4, Page 13.
 - b. Vol. IV, No. 5, Page 9.
7. Pointers to cotton dress values.
Vol. II, No. 17, Page 10.
8. The Home Medicine Cabinet.
9. Consumers Look at Eggs. A study
Outline. (Copies for sale at
10¢ each by the Superintendent
of Documents, Government Printing
Office, Washington, D. C.)

II. DO CONSUMERS WANT TO KNOW HOW MUCH THEY GET?

Who guarantees that you get 16 ounces in
every pound you buy?

Who checks on the accuracy of gasoline pumps.

What can consumers do to get maximum protection
of honest weights and measures?

REFERENCES:

1. Checking your weights and measures.
Vol. III, No. 21, Page 3.
2. How cans compare.
Vol. III, No. 18, Page 10.
3. Pennies, pounds and privileges.
Vol. II, No. 15, Page 6.
4. Grocery clerks test their knowledge.
Vol. IV, No. 4, Page 10.

III. DO CONSUMERS WANT TO KNOW HOW SAFE THEIR FOODS ARE?

How safe is your milk supply?

How safe is your meat supply?

How safe is your canned fish supply?

Who protects you against poisonous foods?

What other safe food protections should consumers have?

REFERENCES:

1. Public enemy No. 1.
Vol. III, No. 11, Page 6.
2. Safe foods to consumers.
Vol. III, No. 17, Page 15.
3. Safeguarding milk supplies.
Vol. III, No. 26, Page 3.
4. Under the round purple stamp.
Vol. III, No. 25, Page 3.
5. What kind of safeguards?
(See No. 6 in Section I).

IV. DO CONSUMERS WANT TO KNOW HOW GOOD THEIR FOOD PRODUCTS ARE?

What minimum standards of quality now exist?

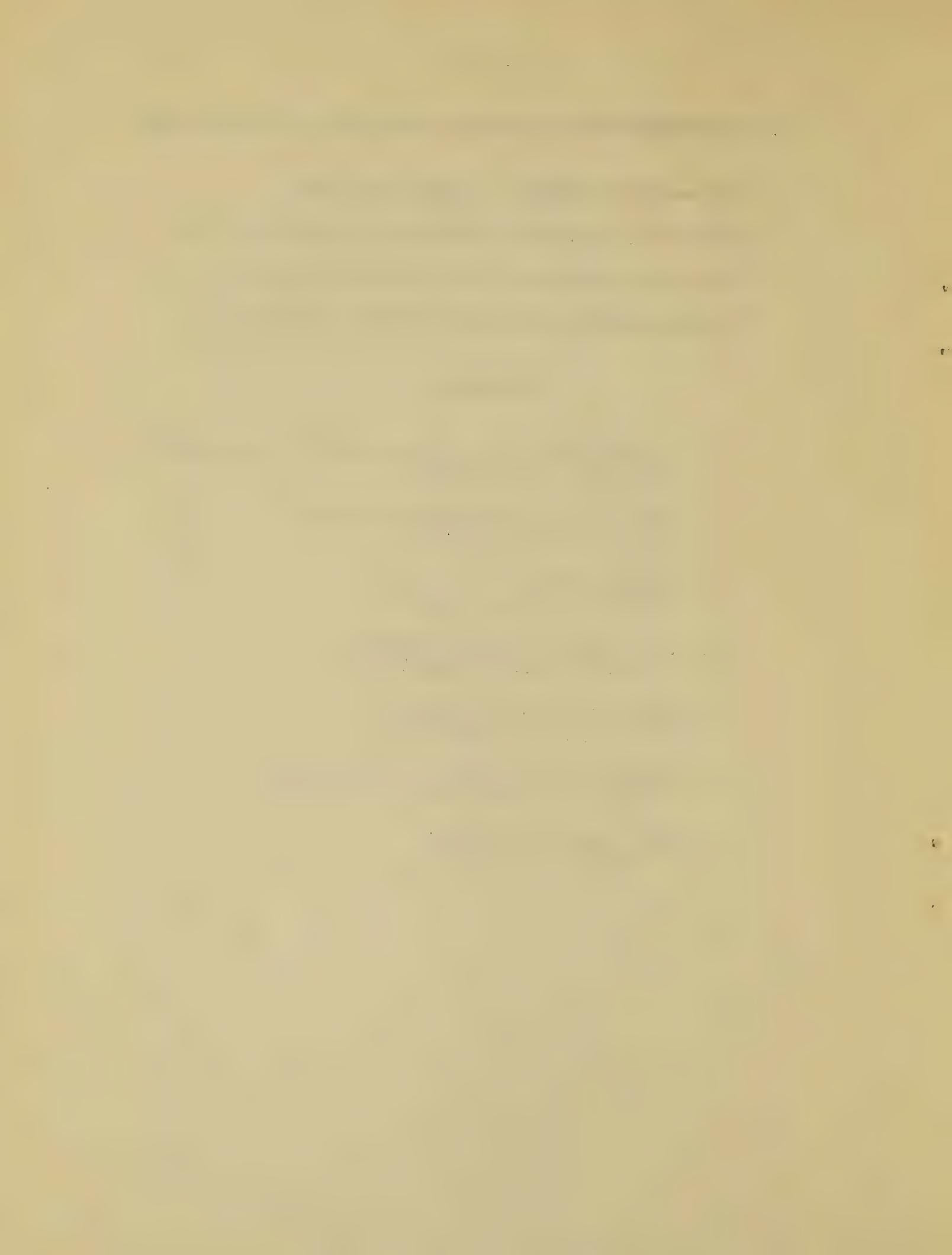
Should the government set standards of quality for food?

Should food manufacturers set standards of quality?

How should quality standards be shown on labels?

REFERENCES:

1. You know what you get when you buy U.S. graded beef.
Vol. II, No. 10, Page 8.
2. Look for U.S. grades when you buy lamb.
Vol. II, No. 14, Page 7.
3. Standard facts.
Vol. III, No. 14, Page 14.
4. Toward better consumer standards.
Vol. III, No. 23, Page 3.
5. Back of your pound of butter.
Vol. IV, No. 1, Page 3.
6. Consumers Look at Eggs. A Study Outline.
(See No. 9, Section 1)
7. What kind of safeguards?
(See No. 6, Section I)



V. WHAT DO CONSUMERS WANT TO DO ABOUT PRICES?

How much of consumers' dollars should go to producers?

Do falling prices always mean good times for consumers?

Should the government help producers to get higher prices?

REFERENCES:

1. Consumer protection toward better labor standards.
Vol. IV, No. 2, Page 13.
2. Producer goals and consumer goals.
Vol. IV, No. 2, Page 3.
3. Where your food money goes.
Vol. III, No. 15, Page 12.
4. Are price tags enough?
Vol. III, No. 22, Page 3.
5. Consumers look at competition.
Vol. III, No. 24, Page 12.



VI. WHAT BUYING HELPS DO CONSUMERS WANT?

Do consumers want information on how to budget?

Do consumers want information on when to buy?

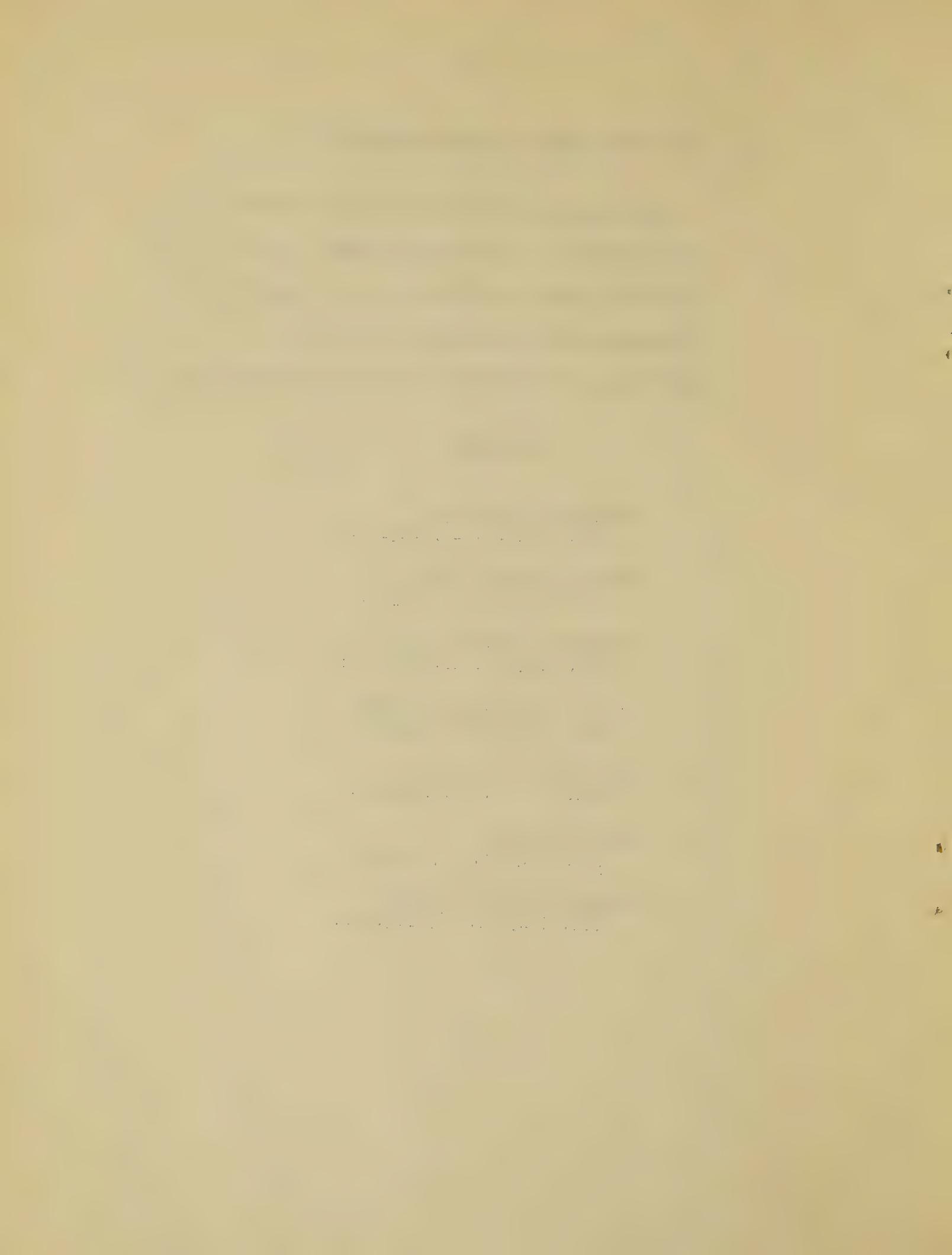
Do consumers want information on how to buy?

Do consumers want information on prices?

What agencies should give each type of information?

REFERENCES:

1. Budgeting techniques.
Vol. III, No. 19, Page 3.
2. Keeping consumer accounts.
Vol. III, No. 20, Page 7.
3. Science at consumers' service.
Vol. III, No. 17, Page 12.
4. All-year vegetable calendar.
Vol. II, No. 15, Page 8.
5. All-year fruit calendar.
Vol. II, No. 18, Page 12.
6. Penny specials.
Vol. III, No. 15, Page 3.
7. Consumer buying problems.
Vol. III, No. 10, Page 16.



VII. WHAT GOVERNMENT SERVICES DO CONSUMERS WANT?

Should the government grade products according to quality?

Should manufacturers be required to label products according to government standards of quality?

Should the government offer to test for quality goods submitted to it by consumers? Should it charge the individual for this service?

Should the government regulate the advertising of consumer goods? If so, how should it do this?

Should the government require manufacturers to submit their products to it for approval before they are placed on sale?

Should the government inspect continuously all food factories? If so, who should pay for this inspection?

REFERENCES:

1. Report of Canadian Royal Commission -

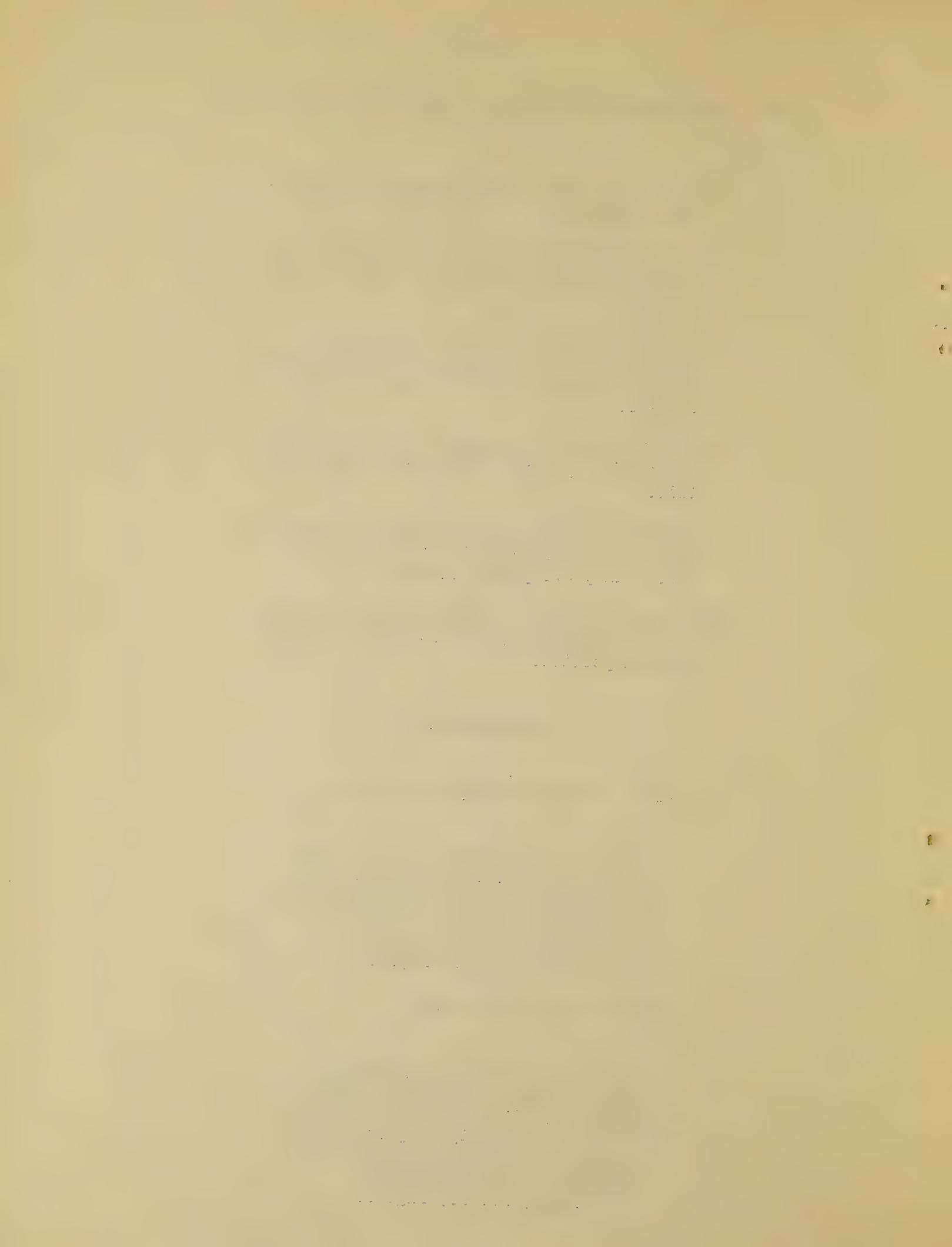
Instructed to look into the causes behind the spread between producer and consumer prices, surveys some of the difficulties in consumer buying and suggests ways around them.

Vol. III, No. 15, Page 8.

2. When The Government Shops -

It doesn't have to go blindfold to market because a scientific agency is constantly at its service to aid in getting the quality of goods needed. Its Bureau of Standards helps other consumers in wise spending.

Vol. III, No. 13, Page 6.



VIII. CONSUMER ORGANIZATION.

REFERENCES:

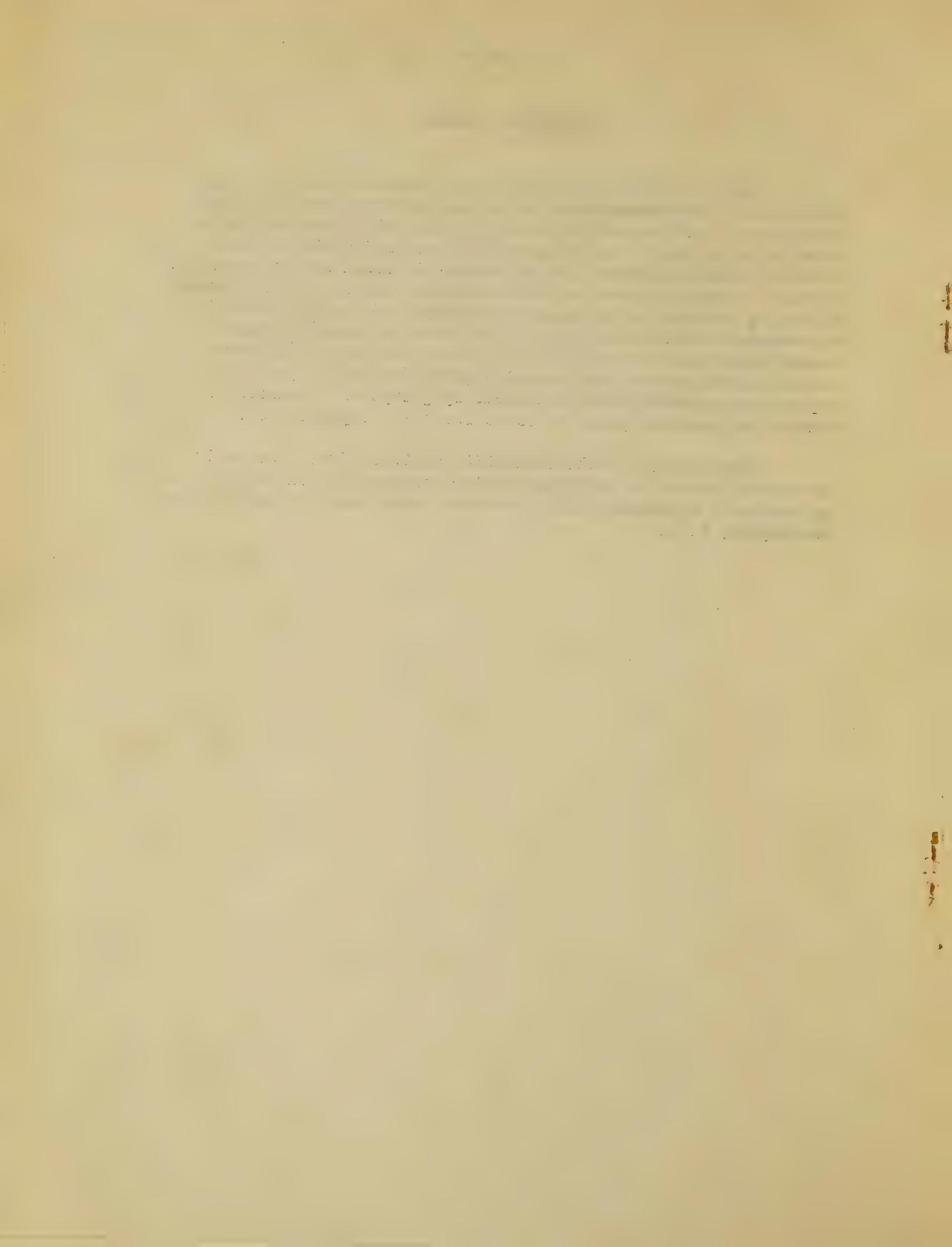
1. When consumers get together.
Vol. II, No. 17, Page 3.
2. A new consumer charter.
Vol. III, No. 12, Page 3.
3. Group discussion: threshing it out.
Vol. III, No. 23, Page 12.
4. Are we all consumers?

An address by the Consumers' Counsel, A.A.A.

CONSUMERS' GUIDE

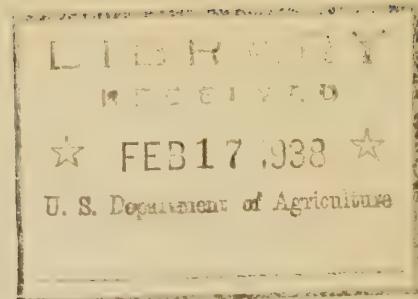
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January, 1938.

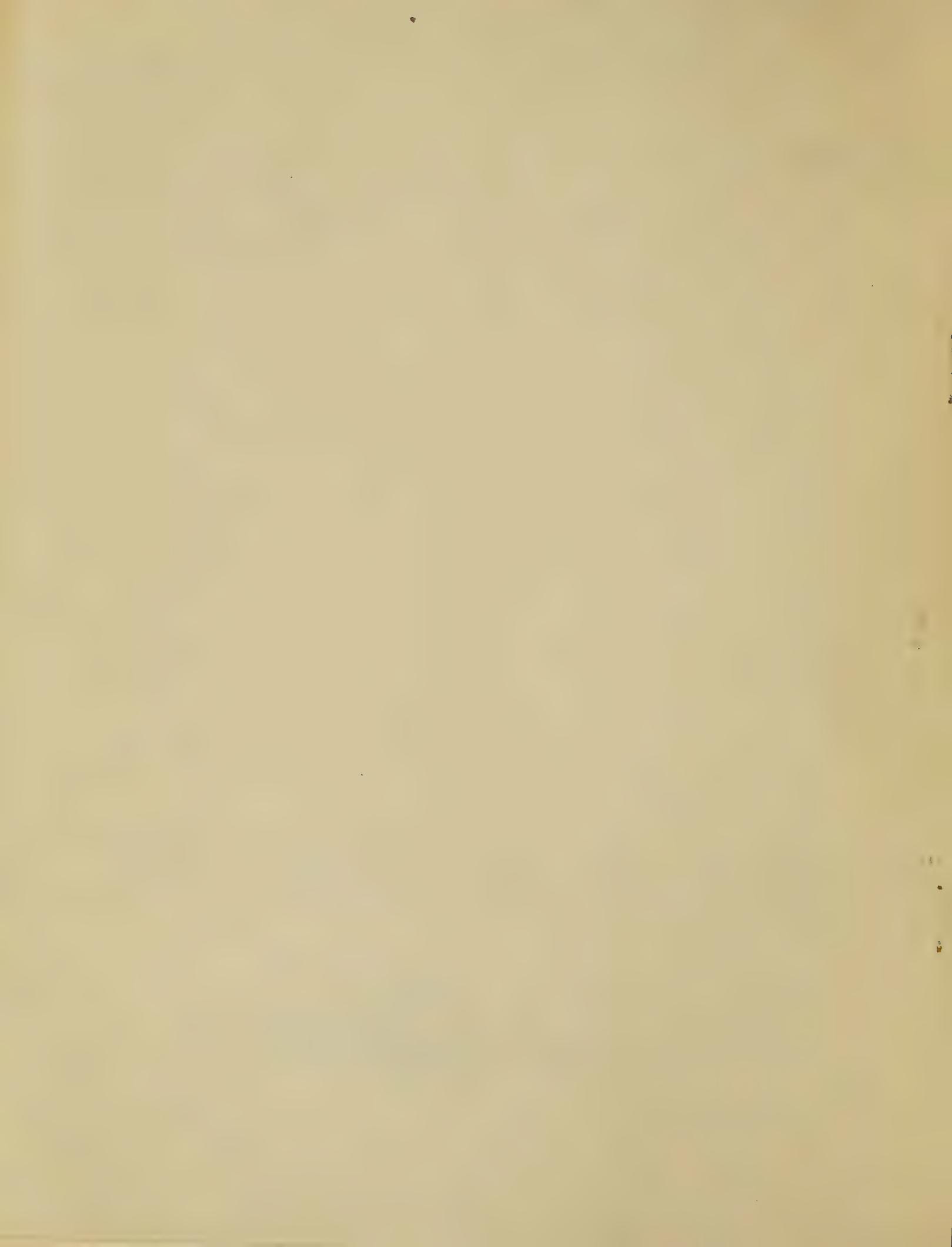


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U. S. Agricultural Adjustment Administration
" Washington, D. C.



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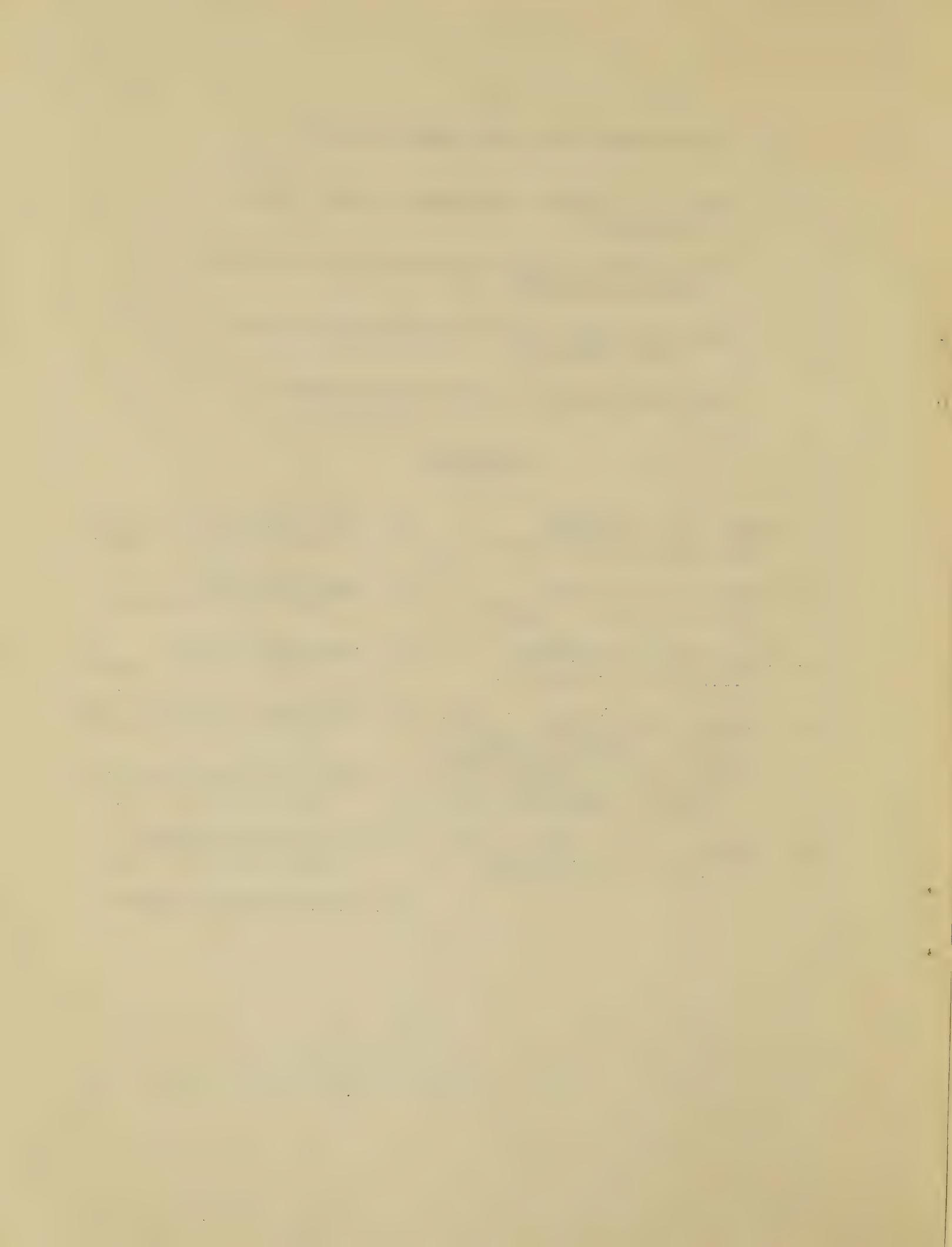
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What information should manufacturers tell about their products?

Who should police the labeling of products?

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5. Pointers to cotton dress values.
Vol. II, No. 17, Page 10.
6. Linen consumers are lucky.
Vol. IV, No. 10, Page 8.
7. Know your fabric.
Vol. IV, No. 13, Page 8.
8. From hides to hands.
Vol. IV, No. 12, Page 3.
9. Your money's worth in shoes.
Vol. IV, No. 13, Page 3.
10. Facts for blanket buyers..
Vol. IV, No. 16, Page 3.
11. On guard for consumers.
Vol. IV, No. 18, Page 3.
12. The Home Medicine Cabinet.



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Who guarantees that you get 16 ounces in
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What can consumers do to get maximum protection
of honest weights and measures?

REFERENCES:

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What minimum standards of quality now exist?

Should the government set standards of quality for food?

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3. Toward better consumer standards.
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4. Consumers Look at Eggs. A study outline.
(See No. 12, Section I)
5. What kind of safeguards?
(See No. 5, Section III)

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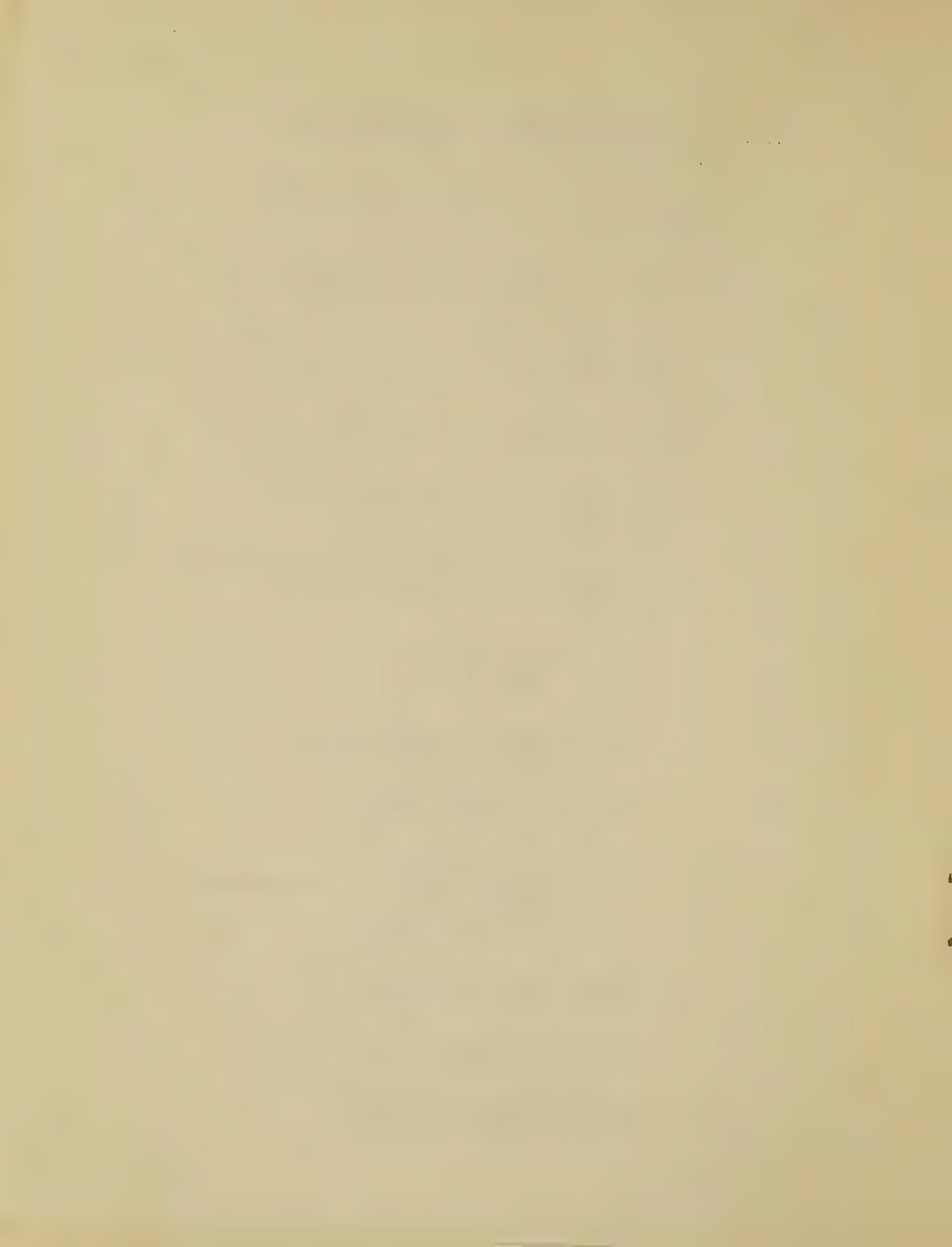
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REFERENCES:

1. Canada looks at consumer problems.
Vol. III, No. 15, Page 8.
2. When the government shops.
Vol. III, No. 13, Page 6.
3. On guard for consumers.
1937 Report of Chief of Food and Drug Administration.
Vol. IV, No. 18, Page 3.
4. Grades like these have meaning.
Vol. IV, No. 2, Page 12.
5. What kind of safeguards?
Vol. IV, No. 5, Page 9.
6. Meat grades at your service.
Vol. IV, No. 15, Page 3.



VIII. CONSUMER ORGANIZATION.

REFERENCES:

1. Should consumers unite?
Vol. IV, No. 16, Page 9.
2. Consumer programs.
Vol. IV, No. 17, Page 7.
3. Are we all consumers?
An address by the Consumers' Counsel, A.A.A.
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Vol. III, No. 23, Page 12.
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CONSUMERS' GUIDE

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il aboot babadeim das beterfubs tamara abtubata no
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Marketing Division, D.C.